AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1.-49. (Canceled).

50. (Previously Presented) The method of claim 119, wherein wrapping the film web around the load includes securing the load to a pallet supporting the load with the film web and cable.

51. (Canceled).

52. (Canceled).

53. (Previously Presented) The method of claim 119, wherein at least one of the upstream and downstream guide rollers is coated.

54. (Previously Presented) The method of claim 119, wherein rolling a portion of the film web includes engaging an edge portion of the film web with a cable rolling roper.

55. (Previously Presented) The method of claim 54, wherein engaging the edge portion of the film web includes engaging the edge portion with a circumferential groove in a roller forming the cable rolling roper.

56.-118. (Canceled).

119. (Currently Amended) A method for wrapping a load with a film web during a wrapping cycle, comprising:

dispensing a film web from a film dispenser;

providing relative rotation between the load and the dispenser during the wrapping cycle to wrap the film web around the load; and

during a first portion of the wrapping cycle, driving at least a portion of the film web from a first elevation to a second elevation lower than the first elevation~~, with~~ through rotation of at least one of an upstream guide roller and a downstream guide roller;

during a second portion of the wrapping cycle, moving at least one of the upstream and downstream guide rollers from a film drive down configuration to a non-drive down configuration; and

during at least one of the first and second portions of the wrapping cycle, rolling a portion of the film web into a cable.

120. (Previously Presented) The method of claim 119, wherein driving at least a portion of the film web from a first elevation to a second elevation lower than the first elevation includes driving at least a portion of the film web to an elevation below a top of the pallet supporting the load.

121. (Previously Presented) The method of claim 119, wherein rolling a portion of the film web into a cable includes selectively engaging an edge portion of the film web with at least one roping element to roll the edge portion of the film web into a rolled cable of film.

122. (Previously Presented) The method of claim 121, wherein selectively engaging an edge portion of the film web with the at least one roping element includes engaging the edge portion of the film web with a roping element adjacent to and downstream of the upstream guide roller.

123. (Previously Presented) The method of claim 121, wherein selectively engaging an edge portion of the film web with the at least one roping element includes engaging the edge portion of the film web with a first roping element adjacent to and downstream of the upstream guide roller and a second roping element adjacent to and downstream of the downstream guide roller.

124. (Previously Presented) The method of claim 119, wherein moving at least one of the upstream and downstream guide rollers from a film drive down configuration to a non-drive down configuration includes changing an angle at which at least one of the upstream and downstream guide rollers is tilted from a first angle to a second angle, different from the first angle.

125. (Previously Presented) The method of claim 119, wherein moving at least one of the upstream and downstream guide rollers from a film drive down configuration to a non-drive down configuration includes disengaging the at least one of the upstream and downstream guide rollers from the film web as it extends in a film path between the dispenser and the load.

126. (Previously Presented) The method of claim 119, wherein a bottom portion of the load is wrapped during the first portion of the wrapping cycle.

127. (Previously Presented) The method of claim 126, wherein rolling a portion of the film web into a cable occurs during the first portion of the wrapping cycle.

128. (Previously Presented) The method of claim 119, wherein a portion of the load other than the bottom portion is wrapped during the second portion of the wrapping cycle.

129. (Currently Amended) A method for wrapping a load with a film web during a wrapping cycle, comprising:

dispensing a film web from a film dispenser;

providing relative rotation between the load and the dispenser during the wrapping cycle to wrap the film web around the load; and

during a first portion of the wrapping cycle, driving at least a portion of the film web from a first elevation to a second elevation lower than the first elevation, ~~with~~

through rotation of at least one of an upstream guide roller and a downstream guide roller; and

during a second portion of the wrapping cycle, moving at least one of the upstream and downstream guide rollers from a film drive down configuration to a non-drive down configuration; and

during at least one of the first and second portions of the wrapping cycle, gathering a portion of the film web.

130. (Previously Presented) The method of claim 129, wherein driving at least a portion of the film web from a first elevation to a second elevation lower than the first elevation includes driving at least a portion of the film web to an elevation below a top of the pallet supporting the load.

131. (Withdrawn) The method of claim 129, further comprising selectively engaging an edge portion of the film web with at least one roping element to rope the edge portion of the film web.

132. (Withdrawn) The method of claim 131, wherein selectively engaging an edge portion of the film web with at least one roping element includes rolling the edge portion of the film web into a rolled cable of film.

133. (Withdrawn) The method of claim 131, wherein selectively engaging an edge portion of the film web with the at least one roping element includes engaging the

edge portion of the film web with a roping element adjacent to and downstream of the upstream guide roller.

134. (Withdrawn) The method of claim 131, wherein selectively engaging an edge portion of the film web with the at least one roping element includes engaging the edge portion of the film web with a first roping element adjacent to and downstream of the upstream guide roller and a second roping element adjacent to and downstream of the downstream guide roller.

135. (Previously Presented) The method of claim 129, wherein moving at least one of the upstream and downstream guide rollers from a film drive down configuration to a non-drive down configuration includes changing an angle at which at least one of the upstream and downstream guide rollers is tilted from a first angle to a second angle, different from the first angle.

136. (Previously Presented) The method of claim 129, wherein moving at least one of the upstream and downstream guide rollers from a film drive down configuration to a non-drive down configuration includes disengaging the at least one of the upstream and downstream guide rollers from the film web as it extends in a film path between the dispenser and the load.

137. (Previously Presented) The method of claim 129, wherein a bottom portion of the load is wrapped during the first portion of the wrapping cycle.

138. (Previously Presented) The method of claim 129, wherein a portion of the load other than the bottom portion is wrapped during the second portion of the wrapping cycle.

139. (Previously Presented) The method of claim 119, wherein the upstream guide roller and the downstream guide roller are tilted in opposite directions when in the film drive down configuration.

140. (Previously Presented) The method of claim 129, wherein the upstream guide roller and the downstream guide roller are tilted in opposite directions when in the film drive down configuration.

141. (New) The method of claim 119, wherein moving at least one of the upstream and downstream guide rollers from a film drive down configuration to a non-drive down configuration includes moving only one of the upstream and downstream guide rollers.

142. (New) The method of claim 119, wherein driving at least a portion of the film web from a first elevation to a second elevation lower than the first elevation through rotation of at least one of an upstream guide roller and a downstream guide roller includes adheringly engaging at least a portion of the film web with the at least one of the upstream and downstream guide rollers.

143. (New) The method of claim 142, wherein adheringly engaging at least a portion of the film web with at least one of the upstream and downstream guide rollers includes engaging the portion of the film web with a coated surface of the at least one of the upstream and downstream guide rollers.

144. (New) The method of claim 143, wherein engaging the portion of the film web includes fixing the portion of the film web relative to the coated surface of the at least one of the upstream and downstream guide rollers for a portion of a rotation of the at least one of the upstream and downstream guide rollers.

145. (New) The method of claim 142, wherein adheringly engaging at least a portion of the film web with at least one of the upstream and downstream guide rollers includes allowing the portion of the film web to stick to a coated surface of the at least one of the upstream and downstream guide rollers.

146. (New) The method of claim 142, wherein adheringly engaging at least a portion of the film web with at least one of the upstream and downstream guide rollers includes frictionally engaging the portion of the film web with a surface of the at least one of the upstream and downstream guide rollers.

147. (New) The method of claim 142, wherein adheringly engaging at least a portion of the film web with at least one of the upstream and downstream guide rollers

prevents slippage between the portion of the film web and the at least one of the upstream and downstream guide rollers.

148. (New) The method of claim 119, wherein driving at least a portion of the film web from a first elevation to a second elevation lower than the first elevation through rotation of at least one of an upstream guide roller and a downstream guide roller includes gripping at least a portion of the film web with the at least one of the upstream and downstream guide rollers.

149. (New) The method of claim 148, wherein gripping at least a portion of the film web with the at least one of the upstream and downstream guide rollers includes engaging the film web with a coated surface of the at least one of the upstream and downstream guide rollers.

150. (New) The method of claim 149, wherein gripping at least a portion of the film web includes fixing at least a portion of the film web relative to the coated surface of the at least one of the upstream and downstream guide rollers for a portion of a rotation of the at least one of the upstream and downstream guide rollers.

151. (New) The method of claim 148, wherein gripping at least a portion of the film web with the at least one of the upstream and downstream guide rollers prevents slippage between the portion of the film web and the at least one of the upstream and downstream guide rollers.

152. (New) The method of claim 148, wherein gripping at least a portion of the film web with the at least one of the upstream and downstream guide rollers includes frictionally engaging the portion of the film web with the at least one of the upstream and downstream guide rollers.

153. (New) The method of claim 119, further comprising, during a third portion of the wrapping cycle, driving at least a portion of the film web from a first elevation to a second elevation lower than the first elevation through rotation of the at least one of the upstream and the downstream guide rollers.

154. (New) The method of claim 153, further comprising rolling a portion of the film web into a cable during the third portion of the wrapping cycle.

155. (New) The method of claim 154, wherein the bottom of the load is wrapped during the first and third portions of the wrapping cycle.

156. (New) The method of claim 129, wherein moving at least one of the upstream and downstream guide rollers from a film drive down configuration to a non-drive down configuration includes moving only one of the upstream and downstream guide rollers.

157. (New) The method of claim 129, wherein driving at least a portion of the film web from a first elevation to a second elevation lower than the first elevation through rotation of at least one of an upstream guide roller and a downstream guide roller, includes adheringly engaging at least a portion of the film web with the at least one of the upstream and downstream guide rollers.

158. (New) The method of claim 157, wherein adheringly engaging at least a portion of the film web with the at least one of the upstream and downstream guide rollers includes engaging the portion of the film web with a coated surface of the at least one of the upstream and downstream guide rollers.

159. (New) The method of claim 158, wherein adheringly engaging at least a portion of the film web includes fixing the portion of the film web relative to the coated surface of the at least one of the upstream and downstream guide rollers for a portion of a rotation of the at least one of the upstream and downstream guide rollers.

160. (New) The method of claim 157, wherein adheringly engaging at least a portion of the film web with at least one of the upstream and downstream guide rollers includes frictionally engaging the portion of the film web with a surface of the at least one of the upstream and downstream guide rollers.

161. (New) The method of claim 157, wherein adheringly engaging at least a portion of the film web with at least one of the upstream and downstream guide rollers

prevents slippage between the portion of the film web and the at least one of the upstream and downstream guide rollers.

162. (New) The method of claim 129, wherein driving at least a portion of the film web from a first elevation to a second elevation lower than the first elevation through rotation of at least one of an upstream guide roller and a downstream guide roller includes gripping at least a portion of the film web with the at least one of the upstream and downstream guide rollers.

163. (New) The method of claim 162, wherein gripping at least a portion of the film web with the at least one of the upstream and downstream guide rollers includes engaging the film web with a coated surface of the at least one of the upstream and downstream guide rollers.

164. (New) The method of claim 163, wherein gripping at least a portion of the film web include fixing the portion of the film web relative to the coated surface of the at least one of the upstream and downstream guide rollers for a portion of a rotation of the at least one of the upstream and downstream guide rollers.

165. (New) The method of claim 162, wherein gripping at least a portion of the film web with the at least one of the upstream and downstream guide rollers prevents slippage between the portion of the film web and the at least one of the upstream and downstream guide rollers.

166. (New) The method of claim 162, wherein gripping at least a portion of the film web with the at least one of the upstream and downstream guide rollers includes allowing the portion of the film web to frictionally engage the at least one of the upstream and downstream guide rollers.

167. (New) The method of claim 129, further comprising, during a third portion of the wrapping cycle, driving at least a portion of the film web from a first elevation to a second elevation lower than the first elevation through rotation of the at least one of the upstream and the downstream guide rollers.

168. (New) The method of claim 167, further comprising rolling a portion of the film web into a cable during the third portion of the wrapping cycle.

169. (New) The method of claim 168, wherein the bottom of the load is wrapped during the first and third portions of the wrapping cycle.

170. (New) The method of claim 129, wherein driving at least a portion of the film web from a first elevation to a second elevation lower than the first elevation through rotation of at least one of the upstream and downstream guide rollers, includes frictionally engaging at least a portion of the film web with the at least one of the upstream and downstream guide rollers.

171. (New) The method of claim 129, further comprising forming the gathered portion of the film web into a rolled cable.

172. (New - Withdrawn) The method of claim 129, further comprising forming the gathered portion of the film web into a rope.

173. (New) The method of claim 129, wherein gathering a portion of the film web includes redirecting a path of the gathered portion of the film web.

174. (New) The method of claim 129, wherein gathering a portion of the film web includes at least one of compacting the portion of the film web, causing the portion of the film web to converge, diverting the portion of the film web, and accumulating the portion of the film web.